

## **MINUTES FOR EDINA ART CENTER BOARD MEETING May 28, 2009**

Members present: Hafed Bouassida, Bev Fischer-Soshea, Heather Randall King, Bill McCabe, Megan Norman, Ken Rosland, Sharanya Srinivasan, John Swon, Renee Usem and Michael Whitt

Members absent: Rick Fesler

Staff present: Diana Hedges, Phil Johnson, John Keprios and Anne Spooner

Members of Public present: Scott Androff, Mike Kelly

**CALL TO ORDER** - Heather Randall King, Vice-Chair, called the meeting to order at 4:00 pm.

### **APPROVAL OF MINUTES**

The minutes of the November 20, 2008 meeting were read and approved.

### **WELCOME NEW MEMBERS**

Board members introduced themselves. New Board members welcomed were Hafed Bouassida, Bev Fischer-Soshea, Megan Norman and Renee Usem.

### **ELECTION OF OFFICERS**

With the retirement of Board Chair Jim VanValkenburg, a new chair is to be elected. Ken Rosland nominated Heather Randall King, seconded by Michael Whitt. Heather requested other nominations. Ken called the question. The vote was unanimous for Heather Randall King as the new Chair.

Michael Whitt nominated Ken Rosland as Vice-Chair. John Swon seconded. No other nominations were offered. The vote was unanimous for Ken Rosland as the new Vice-Chair.

### **MEDIA STUDIOS - Phil Johnson**

Phil gave a short synopsis of current offerings and classes in the Media Studios. He reported that do-it-yourself business and revenues were substantially increased after an article appeared in the Star Tribune. The article by feature writer Kim Ode was very heart warming with real human interest appeal. Customers are still coming in after reading the article and referrals from the public library systems continue strong. The Media Studios will go to summer hours as of June 1st. Diana commented that revenues were up more than \$12,000 with expenses remaining about the same as 2008.

### **GREER GARDEN PROPOSAL - Ken Rosland**

A very rough concept sketch created by Bob Kojetin and a proposed budget was distributed at the meeting. The concept sketch shows a proposal to create a beautiful patio garden area outside the Edina Art Center gallery picture window to honor Bill and Pat Greer. This would be tribute to two very special people who contributed so much to Edina. Pat was a founding Co-Director of the EAC from 1977 to 1986 and Bill was a great supporter of EAC as well. They both passed away within the past year and the garden patio proposal is a timely way to honor their contributions to the Art Center.

Ken Rosland gave a verbal presentation of his vision of the proposed patio garden using an aerial photograph of the area behind the Art Center. Ken explained that the handout entitled "very rough sketch of proposed GREER GARDEN at the Edina Art Center; Committee Chairs Bob Kojetin and Ken Rosland" (attached) proposes landscaping, pathway modifications and fencing to convert an area that will be a place for people to relax, sketch and meet for lunch.

Mr. Rosland explained that funding has been secured to cover the estimated costs which are expected to be approximately \$20,000. \$10,000 that was put aside from the 2008 Edina Art Center's Capital Improvement Plan, \$7,500 has been donated to the City of Edina by the East Edina Housing Foundation, and more than \$3,300 has been donated to the Pat Greer Fund. Mr. Rosland pointed out locations of the various proposed improvements which include a rock wall, a retaining wall, a permeable surface to replace a large section of the asphalt driveway, a walking path, irrigation, patio and various flowers and plants. Mr. Rosland suggested that construction could begin immediately. Ken asked that the Board approve the plan as presented.

Hafed Bouassida asked if art works could also be displayed on the patio. Ken responded that this would certainly be possible. Renee Usem suggested that the patio area could also be built to allow gatherings for small performances or readings perhaps with an area where people could sit. Diana commented that noise from Crosstown traffic would be an issue for performances or discussions. Ken responded that the patio area does have a natural grade so it might be possible to create a small amphitheatre.

John Keprios stated that large projects such as this one that is proposing to use funding from the Art Center's Capital Improvement Plan would require that we follow a public process. John stated that he asked Mr. Rosland to present his proposed plan tonight and is requesting that the Art Center Board really needs to vote on a plan that they understand and agree to. John said that he would prefer that the Board approve the project based on a more defined plan. John stated that he had contacted Bachman's and that they are willing to provide a detailed drawing of the project without cost; however, Bachman's would not permit competing vendors to bid their design plan.

John said that another option would be to have vendor's submit their best plan on a fixed dollar amount. John consulted the City's legal counsel who said that we can request various vendors such as Bachman's and others to submit their best plan for a fixed dollar amount given certain required specifications. The Art Center Board could then choose the best plan for the money based on a predetermined set of criteria, which is similar to the process currently used to purchase playground equipment and fireworks. Ken stated that he disagrees with John's recommendation because this is the way he designed and built parks for the past fifty years. John stated that he needs to secure the quotes for the project and cannot accept quotes that don't have clear specifications to secure competing quotes.

#### **FILM FESTIVAL REPORT - John Swon**

John distributed a proposal for an Edina 2010 Film Festival to be held in October 2010. (The proposal can be examined at the Edina Art Center.) The proposed festival would be hosted at the Landmark Edina Cinema for one week allowing up to 63 screening hours for a variety of films. It is contemplated that films would be entered by local, national and international filmmakers. While most entrants would be amateur filmmakers, some entries could come from High-end productions. Edina High School and local arts colleges might also participate. Corporate and individual sponsorships would be sought to provide funding for the major portion of the expenses. Awards in several categories would provide an enticement to submit their films. John's proposal is intended as a broad sketch for consideration by the Edina Art Center Board and members of an appointed film festival committee.

Following John's presentation, Bill McCabe asked what approval by the Board would mean. John responded that it means the Board agrees to be the primary sponsor and that it will

work to develop the final plan for the festival. Renee asked if the festival represented a revenue opportunity for the Art Center. John replied that it could produce revenue long term primarily from ticket sales for the award ceremonies on the final night of the festival. Diana commented that the festival could attract international films. John added that the Art Center could benefit from involvement of schools and students. Michael added that he loved the concept but the first week in October conflicts with EAC's Juried Show. John responded that the dates could be moved but October is definitely the right time. Michael then offered a motion to approve EAC participation in the Film Festival.

Hafed Bouassida stated that he had financial concerns as well as questions about an additional film festival able to succeed in an already crowded calendar with existing film festivals scratching to survive. In his work with the Minnesota Film Board, he knows of a festival sponsored by the Riverside organization for October 2010 and there are others on the horizon as well. Bill McCabe asked if the other proposed festivals had sponsors. Hafed replied that most have small sponsors, donating a thousand dollars here and a few hundred there. Most had no large corporate sponsors since such sponsorships are increasingly difficult to obtain. Diana commented that in the initial discussions for a film festival, it was seen as a way to involve and recognize schools and students in film and video classes. Bill seconded the motion to approve. The motion was carried.

#### **OUTREACH AND PUBLIC ART COMMITTEE (EPAC)-Anne Spooner**

Anne reported for Rick Fesler that invitation letters are being written for another dedication event on the Edina Promenade. Board members are asked to serve as hosts for the June 20th event when additional works of art will be displayed for the first time. Heather King asked Anne to send emails to Board members giving the details for their participation and urged members to respond promptly.

#### **DIRECTOR'S REPORT- Diana Hedges**

Edina Public Art Committee - The EPAC has asked the Edina Art Center Board of Directors to help host the artists and public event at the Promenade on Saturday, June 20, 2009 at 1pm. Anne Spooner will have more information on this.

Thank you to Bill, Heather and Rick for working at the garden opening on May Day Eve (April 30.) It was a fun event and sales were substantial!

Betty Hemstad's Booksigning was a huge success! We were delighted that more than 100 people showed up Saturday, May 16. We sold more than 50 books and Betty was thrilled with the event.

#### Dates for your calendar:

May 28-Juried Show meeting at 3pm. All Board invited to attend.

Board meeting at 4:00pm.

June 4 from 5-8pm

School of Realism reception at the Art Center.

#### **ART FAIR**

June 5, 6, and 7. We will have the same space as last year. We will be setting up tables in front of Tejas. Come help sell and also shop! A signup sheet is at the front desk. This is the pottery department's big fundraiser of the year! We are also presenting a Children's Art Activity area with recycled Art projects. If you can donate a few hours to either area, please sign up at the Board meeting. Thanks!

June 18 - EAC Student Exhibition opens from 5-8pm

June 25 - EAC Board at 4:30pm

July 4th - 6:30-10:30pm “ Open House- host and watch fireworks, too!

July 23 - 4:30pm EAC Board

July 30- Crosstown Camera Club reception

Diana announced a special event luncheon on June 17 to honor Jim Ramstad at the American Cancer Society.

Here is an excerpt from the program: “When the Edina Art Center was approached by Dr. Rebecca Thoman to create a work of art to honor Jim Ramstad, we were honored. We were also challenged! How do you pay tribute to a person who has worked so hard and so long to save so many lives? Certainly not a store-bought plaque! Then the idea of a small fountain to symbolize how Jim’s legacy will continue to flow came to us. Adama Sow then designed the overall form of a woman. He added a vessel to represent how women are giving and nourishing. Artist Anne Spooner’s Birds were attached to express the healing and hope that Jim gave to so many. One braid on the figure’s head acts as an image of oneness and unity of all cancer experiencers. The woman is placed in a boat telling the viewer that her journey continues. The pebbles in the boat serve as symbols of the cancer survivors. Thus the title Survivor’s Journey.”

#### **COMMUNITY COMMENT**

No members of the community offered comments.

**ADJOURNMENT** - The meeting was adjourned at 5:30 p.m.